

The following Listing of Claims will replace all prior versions, and listings, of claims in the application.

**LISTING OF CLAIMS:**

1. (Previously Presented) A communication service system for providing a content to a user device by using a code having code value, comprising:

a user device configured to capture the code value;

a communication entity platform configured to receive a code value from outside to provide the content information corresponding to the code, and record an interested party-related log that provides the user device the content;

an operating agent platform configured to receive the code value from the user device and distribute the code value to the communication entity platform;

an on-line interested party module configured to register resource corresponding to the content in the communication entity platform and provide the content to the user device; and

an off-line interested party module configured to receive the code value, which is issued by the operating agent platform, and insert the code value after being issued into an off-line medium in order to let a user select information to be associated with the code value.

2. (Currently Amended) A communication service system for providing a content to a user device by using a code having code value, comprising:

a user device configured to capture the code value;

a communication entity platform configured to receive a code value from a user device to provide the content corresponding to the code value, and record an interested party-

related log that provides the user device content;

an on-line interested party module configured to register resource corresponding to the content in the communication entity platform and provide the content to the user device; and

an off-line interested party module configured to receive a code image corresponding to the code, the code image which is issued by the communication entity platform, and insert the code image after being issued into an off-line medium in order to let a user select information to be associated with the code.

3. (Previously Presented) A communication service system for providing a content by using a code having code value, comprising:

a user device configured to capture the code value;

a communication entity platform configured to receive the code value from outside to provide the content corresponding to the code value, and record an interested party-related log that provides the user device and the content;

an operating agent platform configured to receive the code value from the user device and distribute the code value to the communication entity platform;

an on-line interested party module configured to register resource corresponding to the content in the communication entity platform and provide the content to the user device; and

an off-line interested party module configured to receive the code value, which is issued by the operating agent platform, and insert the code value after being issued into an off-line medium in order to let a user select information to be associated with the code value, the user device configured to transmit the code value directly to the communication

entity platform by referring to an IP address of the communication entity platform, or to the communication entity platform through the operating agent platform a previously set value, the user device having an interface unit which writes the IP address.

4. (Previously Presented) The communication service system as recited in any one of claims 1 to 3, wherein

the code is selected from the group consisting of UPC (Universal Product Code), EAN (European Article Numbering), code 39, Interleaved 2 of 5, code 93, code 128, Plessey code, code 11, one-dimensional barcode including Standard 2 of 5 code and PDF-417 code, QR code, a two-dimensional barcode including Data Matrix, and color code.

5. (Previously Presented) The communication service system as recited in any one of claims 1 to 3, further comprising

a finding pattern region configured to demarcate a code region from entire image of the code, and

a timing pattern region configured to perceive a data region from entire area of the code and perceive location of each cell in the data region, wherein various data and decoding information of data are inputted to the data region.

6. (Previously Presented) The communication service system as recited in any one of claims 1 to 3, wherein

the user device includes

a code input means for inputting the code value,

an interface unit for transmitting the code value received from the code input

means to an operating agent or a communication entity platforms and for receiving resources corresponding to the code value, and

    a mobile platform for reproducing the content and for implementing an application through the code value.

7. (Previously Presented) The communication service system according to claim 2, wherein

the user device including

    a code input means for capturing the code image,  
    a decoding unit for extracting code value of the code image recognized in the code input means,

    an interface unit for transmitting the code value extracted in the decoding unit to an operating agent or a communication entity platforms, and for receiving the resource corresponding to the code value, and

    a mobile platform for reproducing the content and implementing an application through the code value.

8. (Previously Presented) The communication service system as recited in claim 7, wherein

the code input means includes one of a photo sensor, a scanner, a PC camera, a digital camera, a web camera and a CCD/CMOS camera.

9. (Previously Presented) The communication service system as recited in claim 6, wherein

the mobile platform is selected from the group consisting of WAP, UP and ME (Mobile Explorer), a VOD player, a platform including BREW, WITOP and WIPI, an OS (Operating System) including Palm OS, Symbian OS and Windows CE, and Virtual Machine.

10. (Previously Presented) The communication service system as recited in claim 7, wherein

the mobile platform is selected from the group consisting of WAP, UP and ME (Mobile Explorer), a VOD player, a platform including BREW, WITOP and WIPI, an OS (Operating System) including Palm OS, Symbian OS and Windows CE, and Virtual Machine.

11. (Previously Presented) The communication service system as recited in any one of claims 1 to 3, wherein

the operating agent platform includes

a switching gateway configured to receive the code value from the user device and distributes the code value to platforms of a communication service provider;

a contents marketplace configured to issue the code value and searching the content so that the off-line interested party module selects data associated with the code value recorded in an off-line medium by searching the content of the on-line interested party module on a web base, and

a registration administration module configured to perform an operating agent support function.

12. (Previously Presented) The communication service system as recited in claim 11, wherein

the contents marketplace includes

an internal function module configured to perform payment and billing,  
statistic, management, and operating maintenance of an interested party.

13. (Previously Presented) The communication service system as recited in  
any one of claims 1 to 3, further comprising

a switching database configured to interwork with a switching gateway of the  
operating agent platform and store various resources including the code value and contents  
URL,

a switching database module configured to administrate the switching database,  
a log database configured to store use state of the switching database, and  
a contents index database configured to provide the content that is connectable to the  
code value so that the content is searchable, wherein  
the off-line interested party selects the content.

14. (Previously Presented) The communication service system as recited in  
claim 13, wherein

the communication entity platform includes a user fee payment module configured to  
pay rent during a predetermined period by the user by using a user log.

15. (Previously Presented) The communication service system as recited in  
claim 13, wherein

the communication entity platform includes a Customer Relationship Management  
(CRM) module for performing various CRM by using a user log and demographic data.

16. (Previously Presented) The communication service system as recited in claim 2, wherein

the communication entity platform includes

a switching database configured to store various resources including code value and contents URL,

a contents marketplace configured to issue the code value and search the content so that the off-line interested party module selects data associated with the code value recorded in the off-line medium by searching the content of the on-line interested party module on a web base,

a registration administration module configured to perform an operating agent support function,

a switching database management module configured to the switching database,

a log database configured to store use state of the switching database, and

a contents index database configured to provide the content that is connectable to the code value so that the content is searchable, wherein

the off-line interested party selects the content.

17. (Previously Presented) The communication service system as recited in claim 16, wherein

the contents marketplace includes an internal function module configure to perform payment and billing, statistic, management and operating maintenance of an interested party.

18. (Previously Presented) The communication service system as recited in claim 16, wherein

the communication entity platform includes a user fee payment module configured to pay rent during a predetermined period by the user by using a user log.

19. (Previously Presented) The communication service system as recited in claim 16, wherein

the communication entity platform includes a CRM module configured to perform various CRM by using user logs and demographic data.

20. (Previously Presented) The communication service system as in any one of claims 1 to 3, wherein

the on-line interested party module includes

a contents register configured to register the resource corresponding to the content, which is provided to the user, in association with a contents index database of the communication entity platform, and

the content is provided to the user when the user transmits the resource corresponding to the code value.

21. (Previously Presented) The communication service system as recited in claim 20, wherein

the on-line interested party module includes an internal module of the communication entity platform.

22. (Previously Presented) The communication service system according to claim 2, wherein

the off-line interested party module includes

a code register configured to search the content and commerce data in association with the contents marketplace so that data to be associated with the code is selectable, and

an encoding unit configured to receive the code value from the code register to output the code image corresponding to the code value so that the code image is usable in a printing software.

23. (Previously Presented) The communication service system as recited in claim 22, wherein

the off-line interested party module includes either the internal module of the communication entity platform or an internal module of the operating agent platform.

24. (Previously Presented) The communication service system as recited in any one of claims 1 to 3, wherein

the on-line interested party module and the off-line interested party module are integrally operated.

25. (Previously Presented) The communication service system as recited in any one of claims 1 to 3, wherein

servers of the platform system are disposed dually.

26. (Previously Presented) The communication service system as recited in any one of claims 1 to 3, wherein

the user device associated with the system is a wireless portable device including a PC, a PDA, or a cellular phone.

27. (Previously Presented) The communication service system as recited in any one of claims 1 to 3, wherein

the user device includes an authentication module configured to authenticate a service fee payment, and

the on-line interested party module includes a payment system configured to confirm authentication information received from the authentication module of the user device and transmit payment approval information to the authentication module of the user device.

28. (Previously Presented) The communication service system as recited in claim 27,

wherein the authentication module of the user device is a built-in chip shape of the user device.

29. (Previously Presented) The communication service system as recited in claim 13, wherein

the switching database records and stores the resource including contents URL, which will be provided on the basis of the code value, and product information and service information on the code value.

30. (Previously Presented) The communication service system as recited in claim 16, wherein

the switching database records and stores the content including contents URL, which is provided on the basis of the code value, and product information and service information on the code value.

31. (Previously Presented) A method for serving contents and information by using a code having code value, comprising:

inputting the code value to a user device;

transmitting the code value corresponding to the code to a communication entity platform;

allowing a switching database of the communication entity platform to resend resource corresponding to the code value to the user device; and

transmitting the resource

to the user device and requesting the content corresponding to the resource.

32. (Previously Presented) The method as recited in claim 31, wherein the inputting the code value to the user device is by using a character and number input means of the user device, or by reading characters by using a camera.

33. (Previously Presented) The method as recited in claim 31, wherein the inputting the code value to the user device includes

inputting an code image of the code by using an image input means of the user device, and

decoding the code image.

34. (Previously Presented) The method as recited in claim 31, wherein the transmitting the code value includes transmitting the code value to an interface unit of the user device and transmitting the code value from the interface unit to a switching gateway, and transmitting the code value to a switching database of the communication entity platform.

35. (Previously Presented) The method as recited in claim 31, wherein the transmitting the resource includes receiving the resource from the interface unit of the user device and transferring the resource to a mobile platform of the user device, transferring the resource received from the mobile platform of the user device to an on-line interested party module or a common web page, requesting the content and information corresponding to the received resource, and transmitting the content and the information for the request from the on line interested party module or the common web page to the user device.

36. (Previously Presented) The method as recited in claim 31, further comprising transferring information on the use of the content by the user during a predetermined period from the communication entity log database to a user fee payment module, and allowing a payment system to request the user to pay for the use of the content during

the predetermined period.

37. (Previously Presented) The method as recited in claim 31, further comprising

requesting and analyzing log record information of the user during a predetermined period by using a log database.

38. (Currently Amended) A method for serving contents and information by using a code having code value, comprising:

registering a content to a contents index database;

capturing the code value;

issuing the code value that is connected to the content; and

registering resource,

the issuing the code value including

searching the content;

selecting a result searched in the searching the content, and

registering the result in a communication entity corresponding to the content.

39. (Canceled).

40. (Currently Amended) A The method for serving contents and information by using a code having code value as recited in claim 38, further comprising:[[,]]  
registering a content to a contents index database;

capturing the code value;  
issuing the code value that is connected to the  
content;  
registering resource;  
transferring the registered code value to an off-line interested party, which encodes the code value;[,] and  
inserting the encoded code value into an off-line medium that prints an off-line medium.

41. (Previously Presented) The communication service system according to any one of claims 1 to 3, wherein  
the user device including  
a code input means for inputting the code value,  
an interface unit for transmitting the code value received from the code input means to an operating agent platform or a communication entity platform, and  
receiving the resource corresponding to the code value, and  
a mobile platform for reproducing the content and implementing an application driven by the code value.

42. (Previously Presented) The communication service system as recited in claim 41, wherein  
the code input means is either a keypad for directly inputting the code value that includes characters, numbers, and symbols, or a camera for reading characters.

43. (Previously Presented) The communication service system as recited in claim 41, wherein

the character input means is an image input means for capturing a code image of the code including a decoding unit for extracting the code value of the code inputted to the image input means.

44. (Previously Presented) A communication service system according to any one of claims 1 to 3, wherein

the communication entity platform includes

a switching database configured to store data therein, which become the resource that includes the code value and contents URL, in association with the outside,

a switching database management module configured to administrate the switching database,

a log database configured to store use state of the switching database, and a contents index database configured to provide the content that is connectable to the code value so that the content is searchable, wherein the off-line interested party selects the content.

45. (Previously Presented) The communication service system as recited in claim 44, wherein

the communication entity platform includes a user fee payment module configured to pay rent during a predetermined period by the user by using the user log.

46. (Previously Presented) The communication service system as recited in claim 44, wherein

the communication entity platform includes a CRM module configured to perform a variety of CRM by using the user log and demographic data.

47. (Currently Amended) The communication service system according to any one of claims 1 to 3, wherein

the operating agent platform includes

a switching gateway configured to receive the code value from the user device and distribute the code information of the code value to platforms of a communication service provider,[[;]]

a contents marketplace configured to issue the code value and search the content so that the off-line interested party module selects data associated with the code recorded in the off-line medium by searching the content of the on-line interested party module on a web base, and

a registration administration module configured to perform an operating agent support function.

48. (Previously Presented) The communication service system according to any one of claims 1 to 3, wherein

the on-line interested party module includes

a contents register configured to register the resource corresponding to information on the content and commerce, which is provided to the user, in association with a contents index database of the communication entity platform, and

the content is provided to the user when the user transmits the resource corresponding to the code value.

49. (Previously Presented) The communication service system as recited in claim 48, wherein

the on-line interested party module is composed of an internal module of a communication entity platform.

50. (Previously Presented) The communication service system according to any one of claims 1 to 3, wherein

the off-line interested party module includes

a code register configured to search the content and commerce data in association with the contents marketplace so that data to be associated with the code value is selectable, and

an encoding unit configured to receive the code value from the code register to output the code image corresponding to the code value so that the code image is usable in a printing software.

51. (Previously Presented) The communication service system as recited in claim 50, wherein

the off-line interested party module is either an internal module of the communication entity platform or an internal module of the operating agent platform.